

RFP #0261A
A Time for Heroes
List of Questions

1) With 30 years under your belt, you must have this event pretty nailed down. What are some of the challenges you have run into? And, what is one thing you would love to happen differently or better?

a) Is THIS year the 30th? Or, was it last year? We have seen both years listed as the 30th.

Last year was the 30th year of the organization (EGPAF). This year is the 30th year of this event ("A Time for Heroes").

We have used Smashbox for several years. We do have a "formula" for the event that works for us. The event has changed over the years and has become a more intimate event (from thousands of attendees in the beginning years of the event). We are also lucky to have an event lead that has facilitated "A Time for Heroes" for many years and will be a valuable resource for the production company.

Creative use of the space and is our biggest challenge. Filling out the space with unsponsored activities that are fresh and new to our audience is a priority.

2) In terms of venue, is the entire space being used at Smashbox Studios? Is there a floorplan or diagram that is available that shows any past layout?

a) How many booths have there been in the past? And what is the breakdown in terms of number of 'food,' 'games,' 'activities,' etc....?

See attached. We use a majority of the venue. Booths and activities vary depending on sponsors and available space. Food is distributed in the outside area, usually consisting of 4-5 booths and a few food truck spaces. Activities and booths are distributed throughout the inside of the venue and some reside outside depending on space.

3) The day is scheduled from noon to 3pm? Is there any type of agenda/show format available? (Even a previous year would be fine)

See attached.

4) Is the budget of \$150K all inclusive of the entire event, booths, food cost, chefs, celebrity talent, etc.? Or, are there dollars/donations from sponsors that help with these things in addition to the \$150K?

This is inclusive of the production company fee, rentals, venue (approximately \$20,000), food activities, etc. It covers all of the direct costs. Celebrity attendance

and musician fees are additional and are handled by another consultant we hire to facilitate celebrities and PR/media.

5) In some images from previous festivals we've seen some of the booths and festivities. Do the assets (booths/décor) already exist and are re-used? Or, is everything, in terms of décor, re-freshed/new each year?

The booths and activities are new each year. (We do have returning sponsored activities that remain the same, such as the Nickelodeon animation station and Blushington makeup/glam room.) We fill out the activities by renting activities and/or hiring staff and purchasing products (arts and crafts, on-site takeaways, etc.).

6) What is the anticipated number of attendees for this year? We have seen 400 listed for previous years.

This year we anticipate approximately 450 attendees.